

## Message Text

UNCLASSIFIED

PAGE 01 JIDDA 04884 140819Z

12

ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W

----- 004236

R 140750Z JUL 76

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 5293

INFO AMEMBASSY ATHENS

AMCONSUL DHAHRAN

USDOC WASHDC

UNCLAS JIDDA 4884

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: TRADE PROMOTION EVENTS IN SAUDI ARABIA

REF: (A) USDOC 7844, (B) STATE 152397

1. EMBASSY REGRETS DELAY IN REPLY TO REFTELS WHICH ASSIGNED  
TO FSL WHO RESIGNED WITHOUT COMPLETION OF WORK. RECENT  
VISIT TO MINISTRY OF COMMERCE AT RIYADH ELICITED FOLLOWING  
INFORMATION ON AUTHORIZED SAUDI TRADE EVENTS:

A. RIYADH.

(1) ELECTRONIC INDUSTRIES EXHIBITION OCT. 1-10, 1976.

SPONSOR: MECCA ADVERTISING AGENCY,  
P O BOX 2043, JIDDA.

(2) IDEAL HOME EXHIBIT - OCT. 15-25, 1976

SPONSOR: NATIONAL ADVERTISING AGENCY

(NADA), P O BOX 3434, RIYADH

DIRECTOR: TALAL AL MAKDISI/ABDULLAL AL

QUNAEER, CHAIRMAN

(3) GREEK TRADE AND TOURISM EXHIBIT - NOV. 76

SPONSOR: GREEK EMBASSY

B. JIDDA

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 JIDDA 04884 140819Z

(1) ELECTRONIC INDUSTRIES EXHIBITION -  
OCT. 10-25, 1976  
SPONSOR: MECCA ADVERTISING AGENCY,  
P O BOX 2043, JIDDA.  
MANAGER: ADNAN KAMEL SALAH

(2) GREEK TRADE & INDUSTRY EXHIBIT - NOV. 1976  
SPONSOR: GREEK EMBASSY

(3) MODERN INVENTIONS (SIC) EXHIBITION  
FEB. 10-14, 1977  
SPONSOR: ABBAR & ZEINY, P O BOX 461, JIDDA  
(SEE JIDDA A-46, 5/5/76, CALLED TECHNO-  
SUMMIT, SAUDI ARABIA 1977).  
DIRECTOR: GHAZI ZEINY

4) AUSTRALIAN INDUSTRIES EXHIBIT  
FEB. 12-17, 1977  
SPONSOR: AUSTRALIAN EMBASSY

(5) THIRD SAUDI EXHIBITION FOR TRADE & INDUSTRY  
MAR. 15-29, 1977  
SPONSOR: SITIFO  
DIRECTOR: ADNAN ABDUL MAJEED,  
P O BOX 4571, JIDDA  
(1976 EXHIBIT REPORTED IN A-47, 5/5/76

C. DAMMAM

(1) ELECTRONIC INDUSTRIES EXHIBIT - SEP. 20-25, 76  
SPONSOR: MECCA ADVERTISING AGENCY,  
P O BOX 2043, JIDDA

2. THE ABOVE EXHIBITS ARE LISTED AS PROVISIONAL BY THE  
EXHIBITS DIVISION OF THE MINISTRY OF COMMERCE, BUT ALL  
APPEAR TO BE FIRM BARRING LAST MINUTE CHANGES.

3. THE IDEAL HOME EXHIBIT ORGANIZED BY NADA IS CLAIMED  
BY THE ORGANIZERS TO BE A SHOW TARGETED FOR USE BY SAUDI  
ARABIAN MERCHANTS AND REPRESENTATIVES TO DISPLAY HOME  
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 JIDDA 04884 140819Z

FURNISHINGS AND HOUSEHOLD APPLIANCES OF ALL KINDS. THE  
ORGANIZERS, VISITED BY COMATT IN RIYADH, STATED THAT  
U.S. FIRMS WOULD BE WELCOME TO RENT EXHIBIT SPACE.  
COVERED AREA IS QUOTED AT SR 350 (APPROX. \$100  
PER SQUARE METER.  
UNCOVERED SPACE IS SR 300 (APPROX. \$86) PER SQUARE  
METER. BOOTHS ARE PREPARED BY EXHIBITORS HAVE TO  
DECORATE AT OWN COST. THE ORGANIZERS PROVIDE MAIL

SERVICES, PUBLIC ADDRESS SYSTEMS, ADVERTISING, AND A  
SAUDI COMMERCIAL LIST OF BUYERS.

4. REGARDING THE PROPOSED JAPANESE FLOATING EXHIBITION  
SCHEDULED FOR THE FALL OF 1976, MINISTRY OF COMMERCE  
OFFICIALS INFORMED US THAT THE JAPANESE REQUEST HAD  
BEEN TURNED DOWN BECAUSE STRINGENT NEED FOR BERTHING  
SPACE AT THE PORT OF JIDDA FOR FOOD IMPORTS WOULD NOT  
PERMIT THE HOLDING OF SUCH AN EXHIBIT.

5. THE EMBASSY HAS REQUESTED MORE INFORMATION ON THE  
ELECTRONIC INDUSTRIES EXHIBIT NOTED ABOVE FOR POSSIBLE  
INTEREST OF U.S. FIRMS, AND WILL REPORT DETAILS WHEN  
AVAILABLE.  
PORTER

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 14 JUL 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976JIDDA04884  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760271-1023  
**From:** JIDDA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19760760/aaaacaua.tel  
**Line Count:** 130  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION NEA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 STATE 152397  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** schaeafj  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 15 APR 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <15 APR 2004 by ThomasVJ>; APPROVED <28 SEP 2004 by schaeafj>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** TRADE PROMOTION EVENTS IN SAUDI ARABIA  
**TAGS:** BEXP, SA  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006